



Cascade Avenue

3.1 Corridor Overview

Cascade Avenue, like Campbellton Road, is an important east-west corridor in Southwest Atlanta providing a connection from the suburban growth west of I-285 to the heart of in-town Atlanta via Ralph David Abernathy Boulevard. However, unlike Campbellton Road, Cascade Avenue is primarily a residential corridor running through some of the most highly valued neighborhoods in Southwest Atlanta.

Significant Features

Cascade Springs Nature Preserve is a 120 acre park located on the western end of the study area and is a valuable public amenity which could be made more accessible to the community via pedestrian improvements to Cascade Avenue.

The Cascade Heights commercial node is the location of both important civic institutions and neighborhood commercial services. The continued reinvestment and revitalization of this commercial node will help strengthen the surrounding neighborhoods.

Greenwood Cemetery, founded in 1904, is a unique historic asset that provides a significant amount of passive open space for the surrounding neighborhoods.

John A. White Park & Golf Course runs a First Tee youth golf program and is one of only six public golf courses in the city.

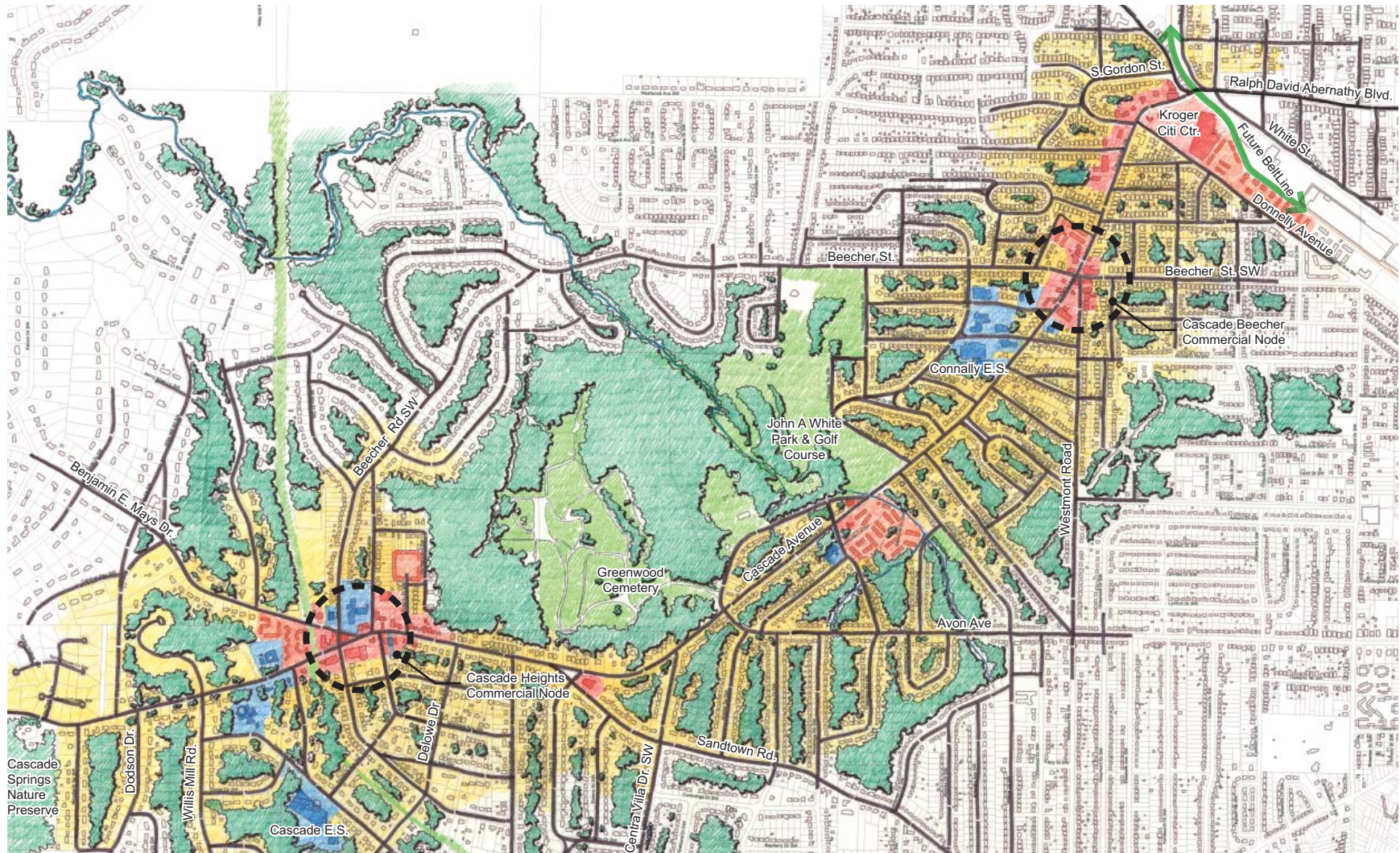
The Cascade/Beecher commercial node is a small neighborhood commercial crossroads of older commercial buildings with revitalization potential.

Connally Elementary School is one of a number of elementary schools in the area and is the only one that fronts directly on Cascade Avenue. This school generates significant pedestrian

activity for children crossing and walking along Cascade Avenue.

The future **BeltLine** will cross Cascade Avenue at the intersection of R.D. Abernathy Boulevard. The redevelopment plan for the BeltLine calls for a future transit station at Cascade Avenue and proposes a major mixed-use development node at this station. The approved tax allocation district (TAD) will serve as an important incentive for redevelopment.

Corridor Overview



Land Use Key

- | | |
|---------------------------|--------------------|
| Commercial | Institutional |
| Single Family Residential | Tree Cover |
| Multi-Family Residential | Park or Open Space |

3.2 Existing Land Use

The existing land use pattern in the corridor (as defined within a ¼ mile on either side of the corridor) highlights a number of unique characteristics.

Issues:

- Single-family homes (neighborhoods) make up almost 75% of the corridor's area. This is a residential corridor with valuable historic neighborhoods fronting along Cascade Avenue.
- Multi-family land use makes up only 4% of the corridor's area with several smaller apartment complexes located throughout the corridor.
- Commercial land use makes up only 4% of the corridor's area and is tightly focused in the Cascade Heights and Cascade/Beecher neighborhood commercial nodes with a larger commercial strip concentration at R.D. Abernathy Boulevard.
- Open space makes up 14% of the corridor's area, this large percentage is due to the location of both the Greenwood Cemetery and John A. White Park and Golf Course on the corridor.
- There are a number of important civic and institutional uses along the corridor including several churches and schools. This along with the significant parks and residential uses, clearly suggests that this is an important neighborhood and civic corridor.
- Vacant parcels in the corridor are generally small in scale and are located in the commercial nodes. There are a number of vacant parcels concentrated in the Cascade/Beecher

node.

Table 3-1: Corridor Land Use (1/4 mile radius)

Land Use	% of corridor
Single-family	73%
Townhome	0%
Multi-family	4%
Mixed Use	0%
Commercial	4%
Institutional	4%
Office	0%
Industrial	0%
Open Space	14%
Transit/Utility	0%
Federal (Ft. McPherson)	0%
Vacant	1%

Existing Land Use



Legend - Existing Land Use

Vacant	Multi-family	Institutional
Single Family	Commercial	Industrial
Town Homes	Transit / Utility	Open Space

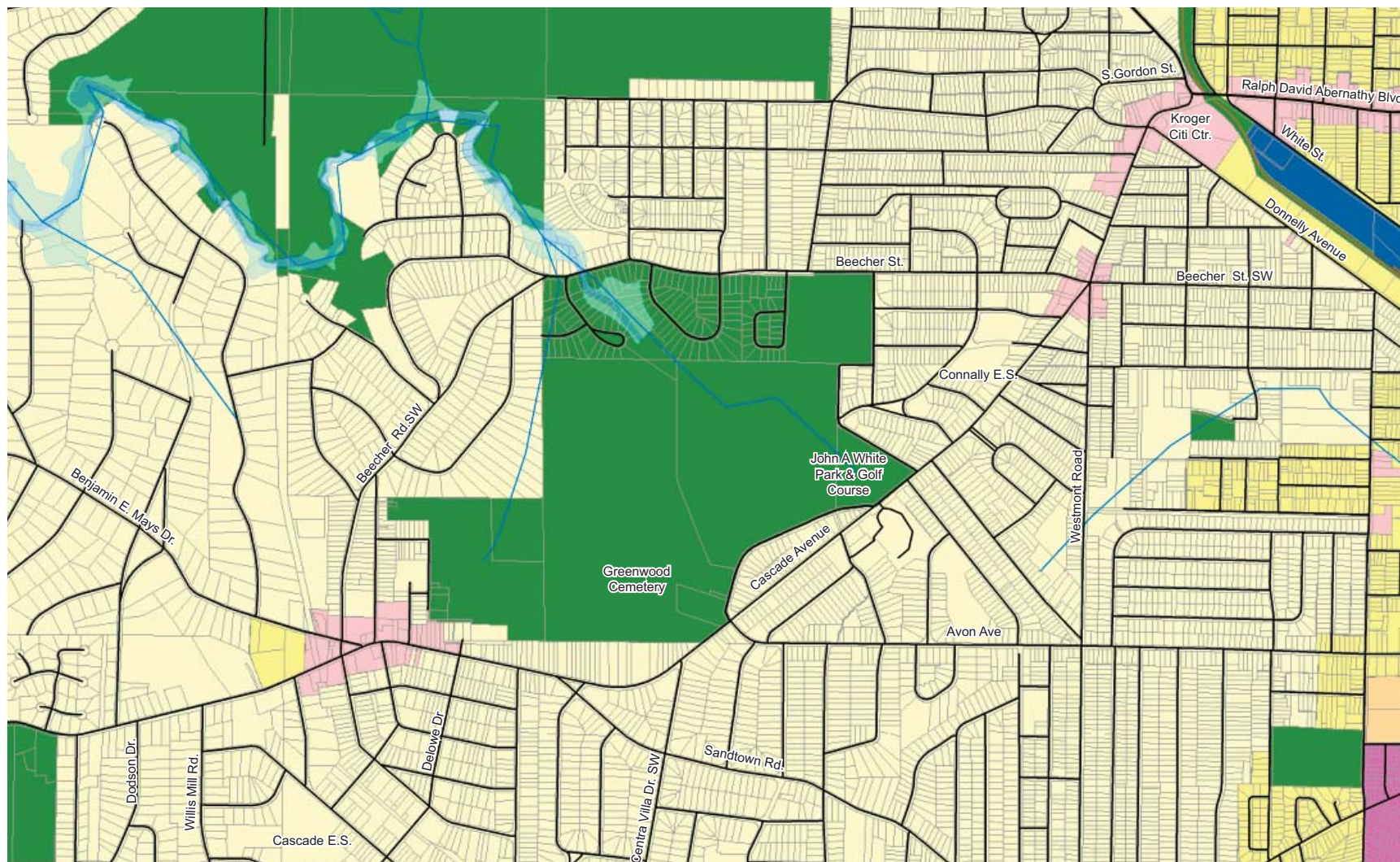
3.3 Future Land Use

The City of Atlanta Comprehensive Development Plan (CDP) establishes future land use classifications for all areas of the city via 15 year Future Land Use Maps. The classifications reflect long-term land use goals and do not always comply with existing land uses on-the-ground. Under Georgia law, the future land use plan serves as the legal basis for rezoning activity by the city. As part of the recommendations for the corridor some future land use changes will be identified in order to implement the goals of the plan.

Issues:

- The Future Land Use Plan outlines a very clear pattern of Single-family Residential use along the corridor and throughout the adjacent neighborhoods.
- The strong Single-family Residential pattern is only interrupted by small commercial nodes at Cascade Heights and Cascade/Beecher that are clearly and tightly defined as Low Density Commercial.
- The pattern of Low Density Commercial that extends from R.D. Abernathy Boulevard along Cascade Avenue puts the Single-family Residential use directly on the corridor under pressure and may need to be evaluated in light of the future BeltLine development node.

Future Land Use



Legend - Future Land Use

- | | | |
|----------------------------|------------------------|------------|
| Single Family | Low Density Commercial | Industrial |
| Low Density Residential | Office / Institutional | Open Space |
| Medium Density Residential | Mixed Use | |

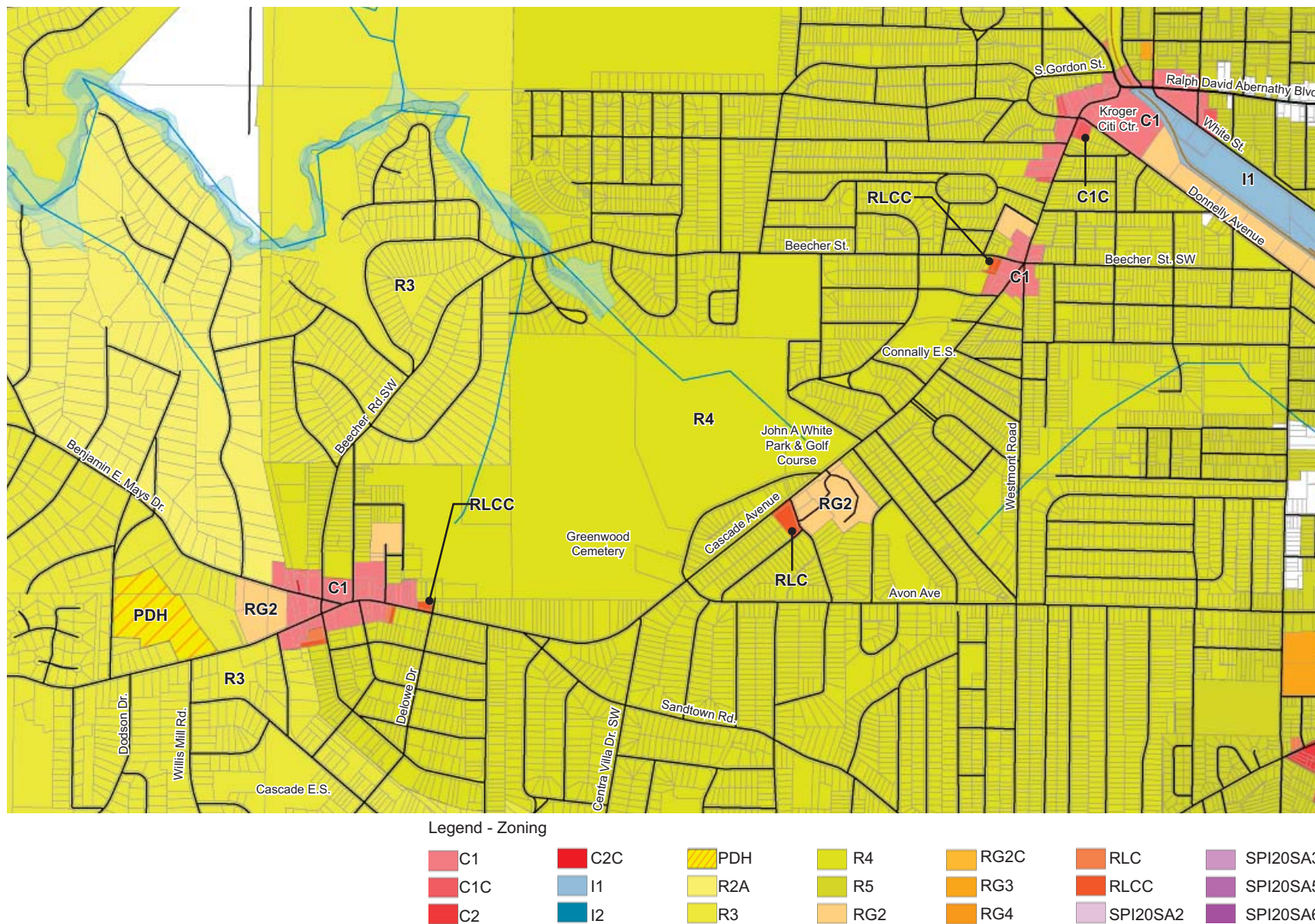
3.4 Current Zoning

The City of Atlanta regulates the development of property through the use of zoning districts. The districts control things such as building height, use, setback and parking. Zoning is the implementation tool of the Future Land Use Plan, defining the design and intensity of the intended use.

Issues:

- The commercial nodes at Cascade Heights and Cascade/Beecher are zoned C-1. This zoning category does not include any urban design standards, thus permitting auto-oriented commercial development that places parking lots along the street and discourages pedestrian activity. This type of zoning is inconsistent with the existing and intended future character of these neighborhood commercial nodes. The City of Atlanta's Quality of Life Zoning Districts (specifically Neighborhood Commercial - NC) may be a valuable alternative to support the design and development goals of these nodes.
- The commercial area at R.D. Abernathy Boulevard is also zoned C-1. The redevelopment plan may suggest new uses that would require a more appropriate mixed-use zoning designation.
- The current Multi-Family zoning districts (RG) do not include urban design standards, thus permitting auto-oriented multi-family residential development and discourages pedestrian activity. The City of Atlanta's Quality of Life Zoning Districts may be a valuable alternative to support the design and development goals of the corridor.

Current Zoning



3.5 Transportation

Road Characteristics

- Designated as an urban minor arterial
- Speed Limit: 35 mph
- 2-lanes (from Willis Mill Road to Venetian Drive)
- 3-lanes, two westbound & one eastbound (from Venetian Drive to Sandtown Road)
- 4-lanes undivided (from Sandtown Road to R.D. Abernathy Boulevard)

Traffic Volume

The current 2005 traffic volumes measured in annual average daily trips (AADT) along the corridor range from 12,300 to 17,900 trips. Future year volumes have been estimated based on output of the ARC travel demand model for the year 2030. Table 3-2 summarizes the current and estimated future volumes by segment for the Cascade Avenue corridor.

Table 3-2: Cascade Avenue Traffic Volume

Road Segment	2005 Volume	2030 Volume
Willis Mill to Blvd. Grande	12,300	11,700
Blvd. Grande to Herring	13,500	11,700
Herring to Sandtown	13,500	10,400
Sandtown to Centra Villa	13,500	10,400
Centra Villa to Avon Ave.	14,700	11,000
Avon Ave. to Beecher	13,200	22,800
Beecher to Donnelly	17,900	21,700
Donnelly to RDA	17,900	21,700
RDA to White/Langhorn	15,500	20,800

Table 3-3: Historic Traffic Volume (Cascade Avenue just north of Avon Avenue)

Year	Volume
1999	19,768 (estimated)
2000	17,300 (estimated)
2001	16,041 (actual)
2002	14,647 (actual)
2004	14,736 (actual)
2005	13,200

Source: GDOT

Observations:

The future volumes are useful to provide a general sense of traffic growth but should be considered within the context of historic traffic data and a common sense understanding of the corridor.

- The segment from Willis Mill Road to Centra Villa Drive actually shows a decrease in traffic volume in 2030 which at least suggests very flat growth in traffic volume.
- The segment from Avon Avenue to Beecher Street shows a relatively high jump in volume but should be considered within the context of historic traffic volumes for this segment which show a relative decline in volume (Table 3-3).
- Generally the segment from Beecher Street to R.D. Abernathy Boulevard shows an increase in traffic volume.

Cascade Avenue



Cascade Ave near the Connally Elementary School



Cascade Ave at the intersection of Ben E Mays Drive

Public Transit

The Cascade Avenue corridor is served by several bus routes which provide transit connections to the nearby West End MARTA Station.

- Route 71 – Cascade/Country Squire, is the primary bus route for the corridor, providing service along Cascade Avenue beginning at the West End MARTA Station and extending westward past I-285 into Fulton County. This route attracts approximately 3,600 weekly riders and has a peak period headway of 14 minutes.
- Route 64 – Beecher, provides service from the West Lake MARTA Station and connects to the area via Beecher Road running through the Cascade Heights commercial area and then looping back via Cascade Road and Ben E. Mays Drive.
- Route 68 – Donnelly, connects the Ashby MARTA Station and West End MARTA Station and loops through the Cascade Avenue corridor via Westwood Avenue and Beecher Road.
- Future BeltLine - The proposed BeltLine project proposes to connect greenspace, multi-use trails, transit and new redevelopment along 22 miles of historic rail lines that encircle the urban core of Atlanta. The BeltLine route crosses under Cascade Avenue at the intersection of R.D. Abernathy Boulevard and is anticipated to have a future transit station and redevelopment at this node.

Issues:

- Enhancements to existing service along Cascade Avenue should be considered to support transit use in the corridor.

Pedestrian and Bicycle Facilities

- Cascade Avenue is an important pedestrian corridor connecting the surrounding neighborhoods to the corridor's schools, parks, churches and retail areas. There are significant gaps in the sidewalk system on Cascade Avenue specifically between Kenmore Street and Sandtown Road.
- In addition, many of the sidewalks (particularly at intersections) do not meet Americans with Disabilities Act (ADA) standards for accessibility.
- In the Cascade Heights area the City has recently completed a streetscape project including sidewalk upgrades and decorative street lighting. A planned future phase of this work will extend along Cascade Avenue through the Ben E. Mays intersection.
- A signed bicycle route exists on Cascade Avenue starting at Venetian Drive and extending south along Dobson Drive to Campbellton Road. This route is signed as a PATH route along Cascade Avenue.
- The City of Atlanta's Bicycle Suitability Study has identified Cascade Avenue from Beecher Street to Willis Mill Road as a suitable future bike route.

Issues:

- Key segments of Cascade Avenue and adjacent streets need sidewalks and streetscape improvements to better support pedestrian activity in the corridor.

Accidents

Accident rates for the Cascade Avenue corridor were evaluated by looking at both rates by segment and key intersections. The accident rates by segment were compared to the statewide average. Accidents by intersection were evaluated by identifying the key intersections with over 30 accidents in the most recent four year period.

Table 3-4:
Cascade Avenue Accident Rate by Segment

Segment	2003 Accident Rate/Million VMT	State Average
Willis Mill to Blvd. Granada	983	572
Blvd. Granada to Westhaven	1,169	572
Westhaven to Langhorn	2,691	572

Table 3-5:
Cascade Avenue Accident Rate by Intersection

Intersection	Yearly Accidents				Total
	2001	2002	2003	2004	
Boulevard Granada	14	13	5	12	44
Beecher Street	15	17	13	8	53
R.D. Abernathy	34	16	22	9	81
Langhorn Street	53	48	46	29	176
Barge Rd.	40	42	48	30	160

Cascade Avenue

Issues:

- All segments in the Cascade Avenue corridor have higher accidents rates than the statewide average. In particular the segment between Westhaven Drive and Langhorn Street has a rate almost five times the state average with the intersections of R.D. Abernathy Boulevard and Langhorn Street accounting for a significant portion of these accidents.
- The intersections of Boulevard Granada and Beecher Street are the next two highest locations of intersection accidents.

Planned Future Improvements

The Southwest Atlanta Sidewalk Program includes several key sidewalk/streetscape projects including:

- Sidewalk and streetscape improvements on Cascade Avenue from Willis Mill Road to Delowe Drive. The first phase of this has already been completed. The second phase will include the conversion of Cascade Avenue between Beecher Road and Herring Road to a 3-lane section with a dedicated center left turn lane.
- Sidewalk and streetscape improvements on Fontaine Avenue from Cascade Avenue to the Cascade Elementary School.
- Sidewalk and streetscape improvements on Benjamin E. Mays Drive from Cascade Avenue to Willis Mill Road.

Key Transportation Issues

- Where possible, make vehicular improvements at key intersections to improve accessibility.
- Identify ways to relieve congestion in the Donnelly Avenue/ R.D. Abernathy Boulevard section particularly in light of the planned BeltLine node.
- Manage cut-through traffic in neighborhoods (traffic

calming)

- Calm traffic and increase safety on the Cascade Avenue corridor.
- Improve pedestrian facilities including signalization, crosswalks and sidewalks.
- Improve and extend existing bike routes.
- Improve transit service including bus stop amenities and efficiency of service.

3.6 Market Overview & Development Strategy

Demographics

This area is comprised of a number of well-established neighborhoods located along the eastern portion of Cascade Avenue from its intersection with White Street and Ralph David Abernathy Boulevard extending westward to just past the intersection with Benjamin E. Mays Drive. The population of this area is growing moderately (3.5% by 2010) and exhibits an older age profile as evidenced by a median age of 38.9 years and the fact that 13.5% of its population is over 65 years of age. Residents are predominantly homeowners (74.3%) and have been living in the area for a long time—a full 36.9% moved into their homes in 1980 or earlier. This area includes some of the more well-established neighborhoods of Atlanta and includes an older housing stock.

Recent Developments:

There are several development projects in the area that provide insight into the area's potential market strengths.

BeltLine - The area around Cascade Avenue and Ralph David Abernathy Boulevard is identified as a major development node in the southwest portion of the recently approved BeltLine Redevelopment Plan.

Cascade Heights Center – This retail center at the intersection of Benjamin E. Mays and Cascade Avenue recently underwent a renovation and now hosts several boutiques, restaurants, and a barber shop.

The Benjamin E. Mays/Cascade Avenue streetscape improvement project—is currently under final design by the Atlanta Department of Public Works. The project, which will construct new sidewalks and widen existing ones, will enhance and beautify the streetscape and enhance the pedestrian environment.

Strengths:

- Linkage to the future BeltLine provides improved transportation connections to job centers, enhanced green space, and new funding sources for development.
- Quality residential areas and housing stock in the area.
- Established neighborhood commercial nodes with some key anchors in place.
- Reinvestment beginning to occur at several locations throughout the area.

Issues:

- Besides the Kroger Citi-Center, the retail is unanchored, and scattered with pockets of healthy retail located next to vacant storefronts.
- The area is presently underserved by existing retail, given the significant incomes among a large segment of the households in the sub-area. Currently these households are spending their retail dollars outside the area.

Suggested Development Strategies

Based on the assessment of development conditions in the area, the following development strategies are suggested:

1. **Concentrate new retail activity at three key nodes**—The Cascade BeltLine area, the Benjamin Mays intersection at Cascade Heights, and a smaller concentration at Beecher Street.
2. **Capitalize on the BeltLine Node**—Building on the existing Kroger Center and commercial core, extend street level retail along Cascade Avenue and R.D. Abernathy Boulevard:
 - Retail focus—convenience, personal and business services, restaurants, community services.
 - Include a significant mix of residential lofts over retail, townhomes, and new rental housing near transit connections.
 - Encourage the conversion of outmoded, high vacancy apartment complexes and industrial uses along White Street/Railroad (which is part of the proposed right-of-way for the BeltLine) consistent with BeltLine plan.
3. **Benjamin E. Mays Intersection “Cascade Heights”** -- Create a commercial village to serve the strong surrounding residential areas:
 - Retail concept: include neighborhood retail, personal services, and restaurants, using existing retail structures, as well as new infill development.
 - Create shared off-street parking to serve retail areas.
 - Encourage new infill residential as lofts over retail, townhomes, and small lot single-family.
4. **Strictly limit the spread of commercial outside of the key nodes**—Preserve existing residential uses on Cascade Avenue, encourage in-fill residential on vacant/underutilized commercial sites, and limit new retail development to key nodes.

3.7 Public Process and Visioning

A series of public workshops, open houses, one-on-one stakeholder meetings and presentations were conducted in early December 2005 as part of a design charrette for the study area. This charrette began with an interactive workshop on Saturday, December 3rd where residents and stakeholders worked together to describe their issues and vision for these corridors. These sessions were documented and used to formulate an overall vision and set of basic goals for each corridor.

What We Heard

- Need to better utilize John White Park.
- Drug and prostitution issues at Cascade/Beecher and Cascade Heights commercial areas.
- Housing/mortgage fraud destabilizing neighborhoods.
- Elderly population needs assistance.
- “Village” concept at Cascade Heights and Cascade/Beecher nodes (2 story max, restaurants, neighborhood services, similar to a “Virginia Highlands”).
- Underground utilities.
- Pedestrian lighting on Cascade Avenue.
- Traffic calm north-south streets (Beecher, Delowe, Centra Villa, Dodson, Harbin, Childress, etc.).
- Make Cascade Avenue safer for pedestrians.
- Provide sidewalks and connections to area parks such as Adams Park.
- Don’t let commercial spread into neighborhoods.

3.8 Corridor Vision Statement & Goals

Based on public input throughout the process including the design charrette, stakeholder interviews, advisory committee meetings, and public presentations, an overall vision statement for the corridor has been crafted in order to capture the desired character and vision. From this vision statement a focused set of goals have been outlined from which projects and recommendations have been derived.

A Cascade Avenue Vision Statement:

Strengthen Cascade Avenue as “a Neighborhood Avenue” that serves as the front door to the area’s homes, schools, churches, and parks. Revitalize Cascade Avenue’s neighborhood commercial nodes to better serve the community’s needs.

Goals:

- Strengthen and stabilize the surrounding neighborhoods
- Revitalize the neighborhood commercial centers (Cascade Heights, Cascade/Beecher, and Cascade/RD Abernathy) to better serve the community’s needs and enhance the visual quality of the corridor.
- Make Cascade Avenue more pedestrian friendly (sidewalks, lighting, etc.).
- Calm and slow traffic through our neighborhood streets.
- Provide better pedestrian connections to the areas schools and parks.

Cascade Avenue



3.9 Key Areas of Focus

Based on the vision statement and goals, a set of projects and recommendations have been developed for the Cascade Avenue corridor and are described in the Projects & Recommendations section. These projects are organized into key areas of focus that include:

Catalyst Sites – key sites that have been identified based on: property ownership patterns, current land use and utilization, market opportunity, and location within the corridor, for significant redevelopment and are intended to serve as “catalysts” for revitalization throughout the corridor.

Corridor Cross Section – recommended improvements to Campbellton Road itself including, in some cases, redesigning segments of the corridor, and added streetscape improvements.

Streetscape/Sidewalks – recommended improvements to adjacent streets in the corridor specifically focused on adding sidewalk connections and improving the streetscape.

Intersections/Traffic Signals – specific recommendations at key intersections in the corridor which may include adding turn lanes, realignment, signalization, and/or pedestrian improvements.

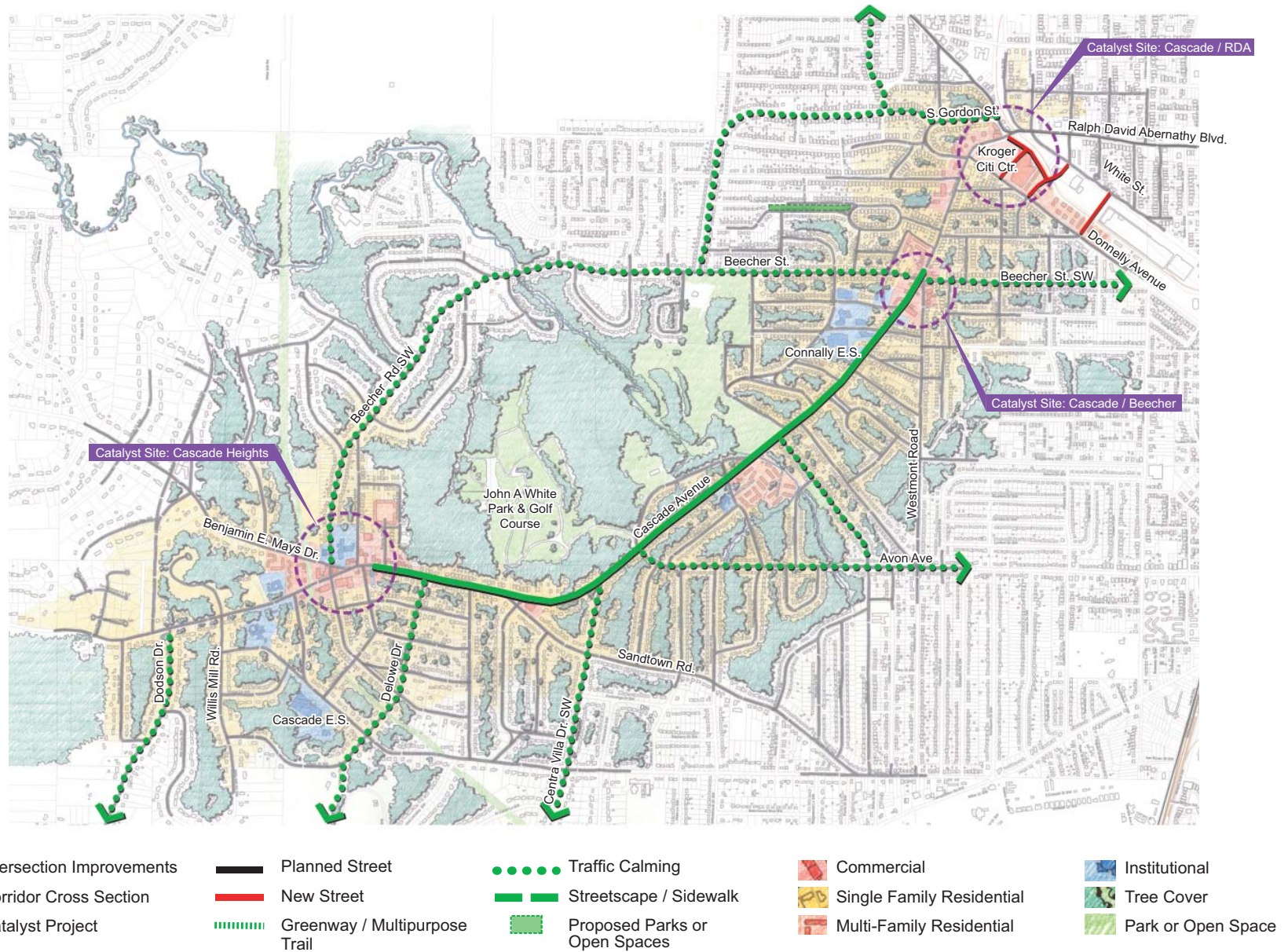
New Street Network – recommended new street connections intended to support a better balance of traffic and structure development patterns in the catalyst sites.

Traffic Calming – locations/key streets that need traffic calming in the surrounding neighborhoods to improve pedestrian safety and neighborhood quality-of-life.

Transit – improvements/adjustments to transit service and amenities in the corridor intended to promote transit mobility.

Land Use & Zoning – changes/adjustments to land use and zoning at key sites in the corridor intended to support the redevelopment of the catalyst sites and implement the city’s Quality-of-Life zoning standards that promote mixed-use and pedestrian friendly private development.

Key Areas of Focus



3.10 Catalyst Site: Cascade & R.D. Abernathy

Existing Condition

The BeltLine Redevelopment Plan has identified this area as a major development node with access to a future BeltLine transit station and greenway. This crossroads of Cascade Avenue, R.D. Abernathy Boulevard and Langhorn Street is a strategic location for mixed-use redevelopment. Langhorn Street provides a connection to I-20 and therefore makes Cascade Avenue an important commuter route. This “confluence” of major streets places significant traffic pressure on the intersections of R.D. Abernathy/Cascade Avenue and R.D. Abernathy/Langhorn, making them pedestrian unfriendly.

The major shopping center in the area is Kroger Citi-Center Cascade, a 107,000 square foot shopping center anchored by Kroger, Hollywood Video and Washington Mutual. Across the street from the Kroger Citi-Center, on the north side of the corridor, is historic street-front commercial. Multi-family apartment complexes and industrial uses extend along Donnelly Avenue and White Street.

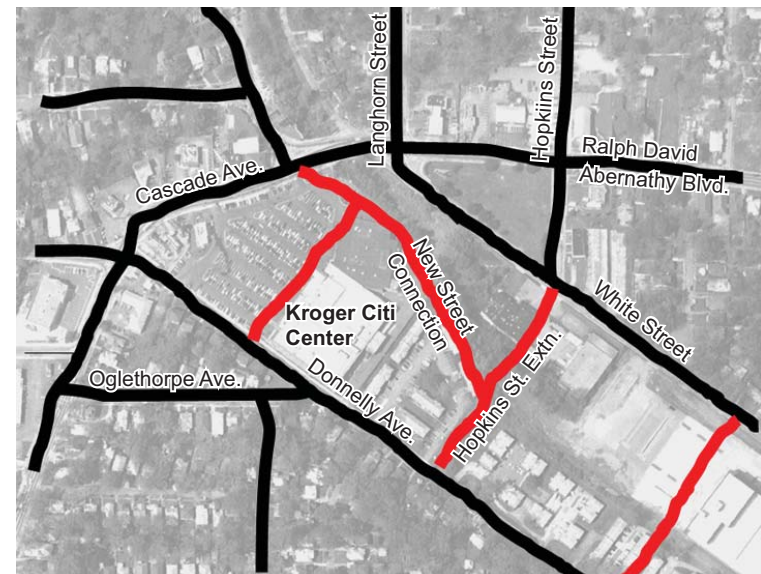
Proposed Development Plan

The linkage with the BeltLine greenway and eventual transit line make this area a logical catalyst site to attract higher density mixed-use development in the Cascade Avenue corridor. The plan builds upon the concepts developed for the BeltLine and organizes redevelopment around the existing shopping center and adjacent multi-family properties into a major mixed-use project that could combine new loft housing, office, and retail uses. Existing industrial uses along White Street would be evaluated for potential reuse as live/work units.

This increased intensity of development would need to be supported by both structured parking and key new street connections. Critical components of the development plan are



Existing Street Network



Proposed Street Network

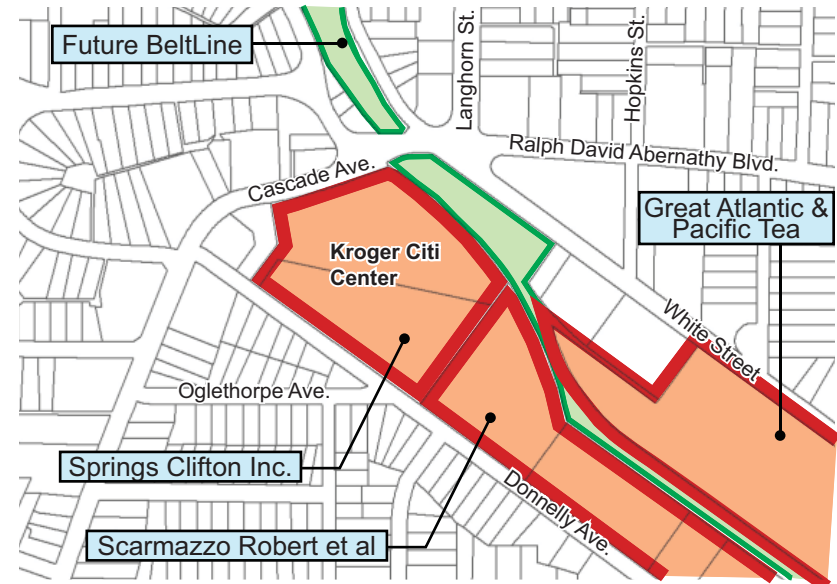
Cascade Avenue

several new street connections including the extension of Hopkins Street from White Street across the BeltLine to Donnelly Avenue. This new crossing of the BeltLine, along with the adjacent street connections, creates a set of blocks from which to organize and provide access to the redevelopment area. In addition, the new crossing of the BeltLine provides a critical alternative to Cascade Avenue and R.D. Abernathy Boulevard, helping to take pressure off of those important intersections.

The resulting plan is organized around the new open space of the BeltLine and existing Gordon White Park, facing new development on this valuable amenity to create a signature “BeltLine address”.

Cascade Avenue

The development along Cascade Avenue west from R.D. Abernathy Boulevard is envisioned as smaller scale, one to two story commercial and residential redevelopment based on the close relationship to the adjacent neighborhoods and smaller parcel size. With the implementation of Quality-of-Life zoning standards through rezoning, this new redevelopment will, over time, be built to the street and employ stronger streetscape standards.



Parcel Map Diagram showing Key Property Ownership



Cascade Avenue at the intersection of RDA & Kroger Citi Center

Table 3-6:
Cascade and R.D.Abernathy Development Summary

Development Type	Units/ Sq.ft.	Cost/unit	Development Value
<i>Residential</i>			
MF/ Condo	1,000 units	\$110,000	\$110,000,000
Townhomes	300 units	\$170,000	\$51,000,000
<i>Office/Medical</i>			
	50,000 s. f.	\$65	\$3,250,000
<i>Retail</i>			
	80,000 s. f.	\$65	\$5,200,000
Total			

Key Action Steps:

1. Define a long range vision for the area which maximizes the benefits of its unique location on the BeltLine and orients future development and infrastructure improvements to take full advantage of this opportunity.
2. Work with owners of key parcels to assemble sites for redevelopment—determine the willingness of the existing ownership of the Kroger Citi-Center and surrounding multi-family housing to combine their properties into a larger land holding for redevelopment.
3. Have ADA offer the assembled site through an RFP process to attract private development to the area.
4. Working with local hospitals and HMO's identify potential candidates to locate a major satellite medical facility/clinic in the area to provide a central location to serve the health needs of the area.
5. Develop zoning and land use policies under the Quality of Life zoning which would permit the mixed-use/high density development envisioned for the area.
6. Develop a retail marketing package which would promote the unique aspects of this critical nexus of Cascade Avenue and the BeltLine as commercial heart of this portion of the city.
7. Seek joint funding from the BeltLine TAD and the Atlanta Regional Commission's LCI program for the streetscape and park enhancement efforts.

Cascade Avenue



3.11 Catalyst Site: Beecher/Cascade

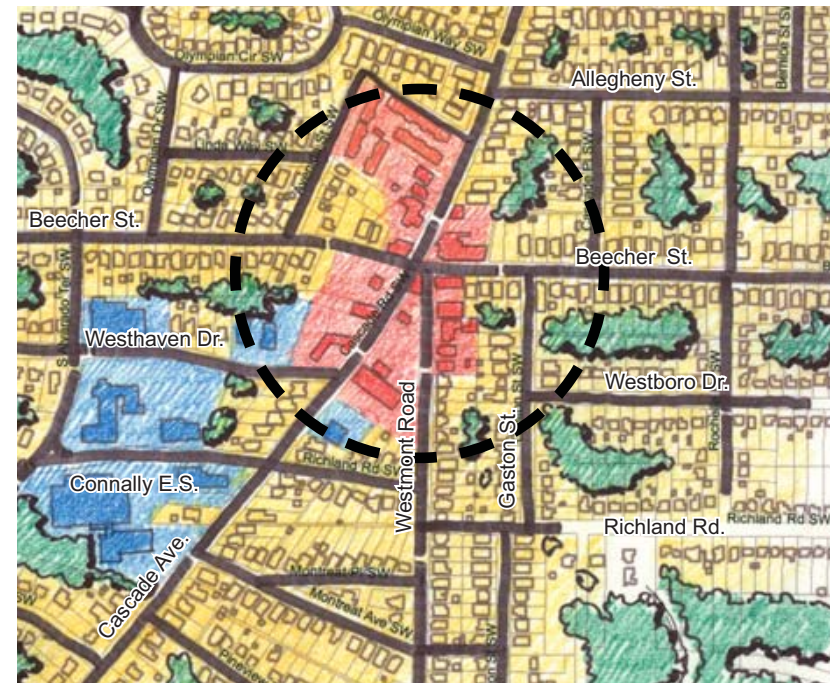
Existing Condition

The intersection of Cascade Avenue, Beecher Road and Westmont Road includes an existing traditional neighborhood commercial node with a small collection of street fronting, one and two story commercial development. Most of this existing development is vacant or underutilized and has been identified by neighborhood residents as a location of drug and prostitution activity.

This commercial area is tightly knit into the surrounding neighborhoods making it an ideal location for small scale neighborhood oriented retail and/or residential revitalization.

Proposed Development Plan:

The plan identifies this node as a key catalyst site due to its importance as an identified area of vacancy and criminal activity and therefore; its ability, as a revitalized commercial node, to stabilize and strengthen the surrounding neighborhoods. The development plan anticipates small-scale, one to two story mixed-use development with ground floor commercial uses and potential residential uses above.



Cascade / Beecher Catalyst Site

Table 3-7 Cascade / Beecher Development Summary

Development Type	Units/ Sq.ft.	Cost/unit	Development Value
<i>Residential</i>			
MF/ Condo	30 units	\$110,000	\$3,300,000
<i>Retail</i>			
	20,000 s. f.	\$65	\$1,300,000
Total			\$4,600,000

3.12 Catalyst Site: Cascade Heights

Existing Condition

Cascade Heights, the commercial area at the intersection of Benjamin E. Mays Boulevard and Cascade Avenue, is a prominent location of both neighborhood serving commercial and civic uses. At the heart of the node are street-front retail shops, barbershops, and boutiques. Noteworthy retail tenants include CVS drug store and The Beautiful Restaurant. Major civic uses include the Providence Missionary Baptist Church and a local post office.

This area has been consistently identified as a desired location for revitalization, to make it a more attractive, pedestrian friendly, and neighborhood serving commercial node. Some revitalization is already occurring as evidenced by the reinvestment in the Cascade Heights Center and planned streetscape improvements under design by the city.



Cascade Heights Catalyst Site



Cascade Ave at the intersection of Ben E Mays Drive

Cascade Avenue

Proposed Development Plan:

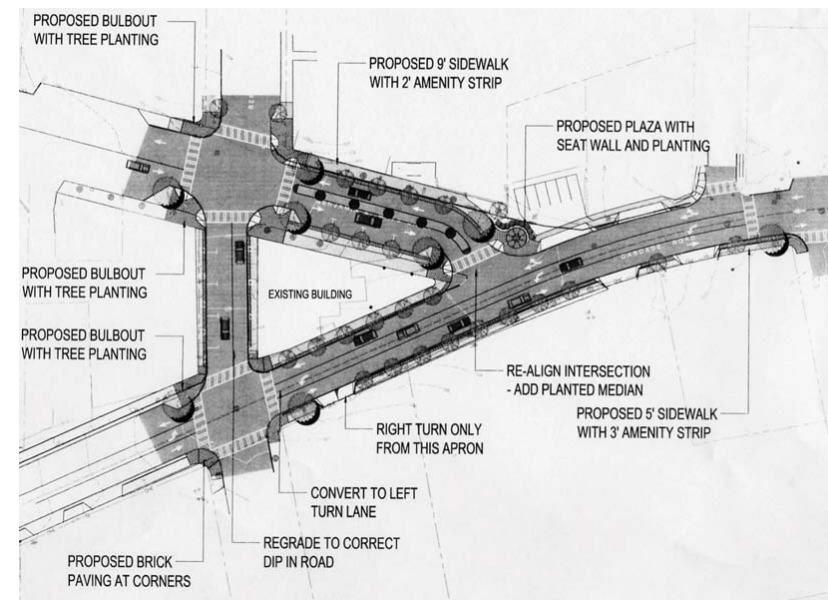
The revitalization goal of Cascade Heights is to transition the area from its past role as an auto-dependent collection of retail centers into a more pedestrian and shopper friendly neighborhood center serving the well-established residential areas that surround it. This will be accomplished by a strategy of upgrading a portion of the existing retail space and attracting new retail development to replace the vacant anchor stores with new retail offerings.

The mix of uses should include more convenience goods, restaurants and eating establishments, and services which appeal to surrounding residents. Off-street parking may be needed to provide the required parking to support the new retail development at a later phase. Small scale renovations, which are already occurring in the area, should be encouraged.

In order to create a more vibrant atmosphere, a modest level of residential development is planned as part of the mix for the area. This could consist of loft apartments over retail, townhouse and small lot single-family housing at strategic locations buffering the surrounding single-family neighborhoods.

Table 3-7 Cascade Heights Development Summary

Development Type	Units/ Sq.ft.	Cost/unit	Development Value
<i>Residential</i>			
MF/ Condo	100	\$180,000	\$18,000,000
Townhome	100	\$200,000	\$20,000,000
<i>Retail</i>			
	45,000	\$65	\$2,925,000
Total			\$40,925,000



Proposed plan for intersection improvements and streetscape at the Ben E Mays & Cascade Avenue intersection

Key Action Steps: For the Cascade Heights and the Cacade / Beecher Catalyst Sites

1. Designate the area as an eligible Urban Enterprise Zone (UEZ), which would provide a key economic incentive to attract more small developers to invest in the rehabilitation of existing structures or development of new in-fill projects in the area. The loss of revenue to the city from the abatement of property taxes from new development would be more than off-set by the increase in local sales taxes collected from new development.
2. Identify a site suitable for residential development and offer residential developers the opportunity to create the mixed-use character of the area.
3. Have ADA identify one or more key parcels in the area for redevelopment and option the property for sale to for-profit developers.
4. Issue an RFP to developers for the parcels and have the developers close on the parcels with the existing owner.
5. Extend the provisions of Quality of Life zoning to the area to support the neighborhood commercial character of the area.
6. Complete the streetscape program currently being implemented by the Department of Public Works.
7. Prepare a retail market study that addresses the potential retail opportunity of the area and share it with prospective retail tenants.

3.13 Cascade Avenue Road Diet

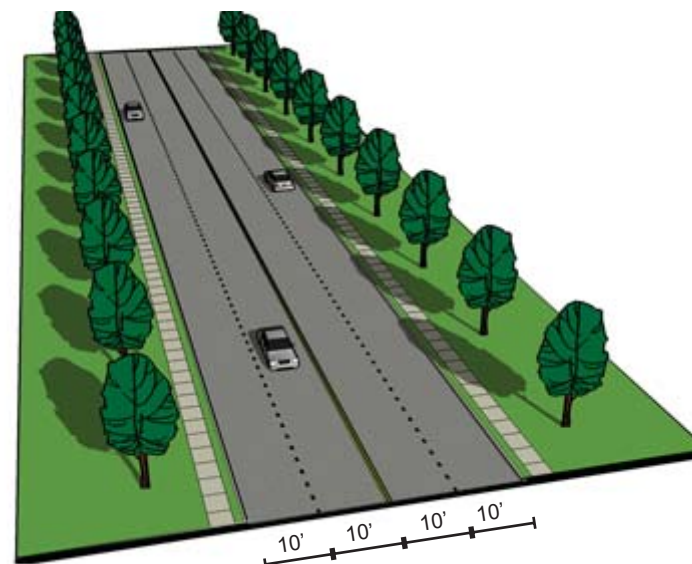
Cascade Avenue: Existing Condition

The Cascade corridor from I-285 to R.D. Abernathy Boulevard changes in width and lane configuration from a two-lane road west of Cascade Heights, to three-lanes through Cascade Heights (two westbound and one eastbound), to four-lanes from Cascade Heights to R.D. Abernathy Boulevard.

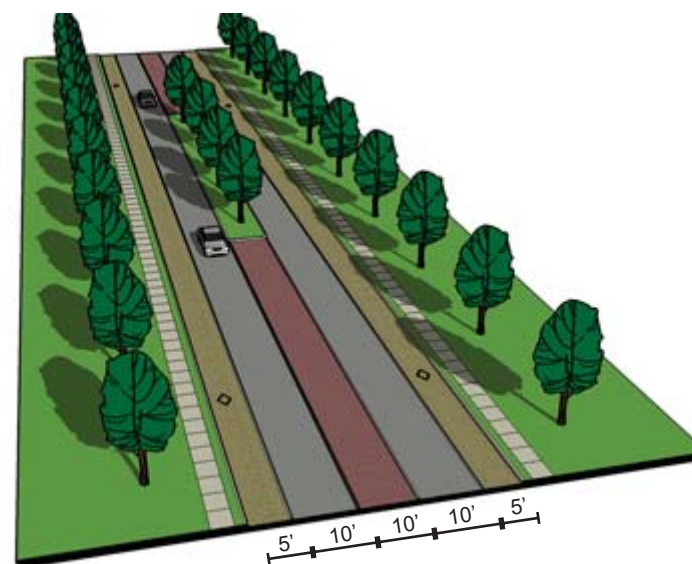
While the number of lanes change, the surrounding land use remains largely the same, with Cascade Avenue running through primarily residential neighborhoods with fronting single-family homes. The result in the four-lane sections of Cascade Avenue is a road that encourages speeding, increases accidents, and is pedestrian and neighborhood unfriendly. Participants in the public workshops and charrettes identified Cascade Avenue as a speeding and safety issue.

Road Diet Concept

A “Road Diet” is a term applied to the practice of converting four-lane roads into three-lane roads (one lane in each direction with a center lane dedicated to left turns). Many roads around the country, with similar land use characteristics and traffic volume to Cascade Avenue, have been converted to three-lanes with great success. Results include; slower/calmed traffic, safer vehicular left turns, inclusion of bike lanes or wider sidewalks, and safer pedestrian crossings.



Cascade Avenue Existing



Cascade Avenue Proposed

Cascade Avenue

Four Lanes vs. Three Lanes

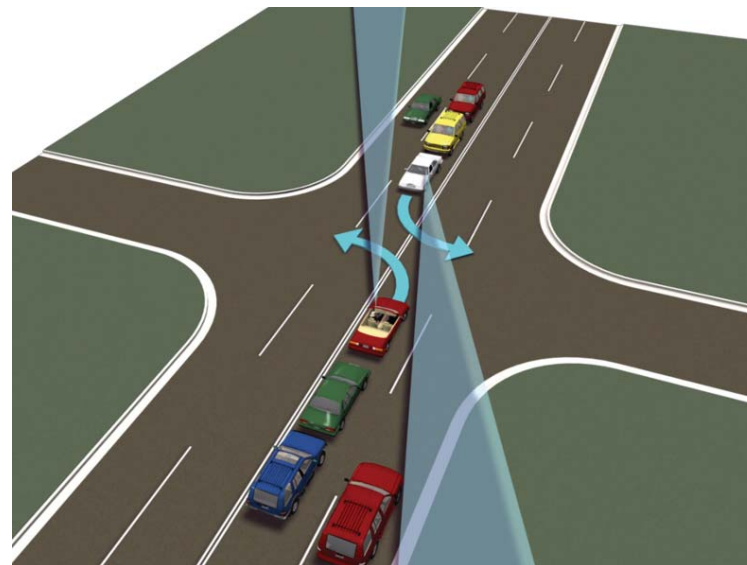
The significant drawback to four-lane roads is the lack of an exclusive center left turn lane. The result is the middle two lanes serve as left turn lanes, stopping traffic in that lane when a left turn is being attempted. This situation not only reduces the capacity of the road to one lane but is also an inherently unsafe left turn movement as the opposing left turn vehicles limit visibility to oncoming traffic and pedestrians.

The three-lane configuration resolves this left turn movement by creating a dedicated center left turn lane which pulls the left turning vehicles out of the flow of traffic and creates safer sight lines for the turning movement.

Cascade Avenue

The existing four-lane section of Cascade Avenue is 40 feet wide curb to curb (four, 10 foot lanes). The proposed reconfiguration converts the four lanes into three with the remaining pavement utilized for four-foot wide bicycle lanes.

An initial testing phase of this concept could include a restriping of the four lanes to three lanes. After this evaluation period additional design features could be considered including adding landscape islands and/or alternative paving materials for the center turn lane in order to further traffic calm the road.



Limited sight distance for turning movement on 4-Lane Roads



Increased sight distance with 3-Lane Roads

Cascade Avenue

The Three-Lane Concept & Revitalization

Revitalization of the Cascade/Beecher and Cascade Heights commercial nodes is an important community goal. This sketch illustrates how the three-lane concept could support reinvestment and revitalization. The narrowed street provides more space for sidewalks and streetscape, slows traffic, and is easier and safer to cross as a pedestrian. This conversion of Cascade Avenue sends a clear message that this is a pedestrian-oriented corridor serving to support street fronting commercial revitalization.

The Cascade Avenue corridor is a strong candidate for conversion given the community's desire to revitalize the existing neighborhood commercial nodes, strengthen the area's pedestrian connectivity, and calm traffic. In addition, the planned streetscape improvements for the Cascade Heights area include converting Cascade Avenue to a three-lane street up to Herring Road. This plan would simply extend the concept through the corridor, east to the Cascade/Beecher neighborhood commercial node.

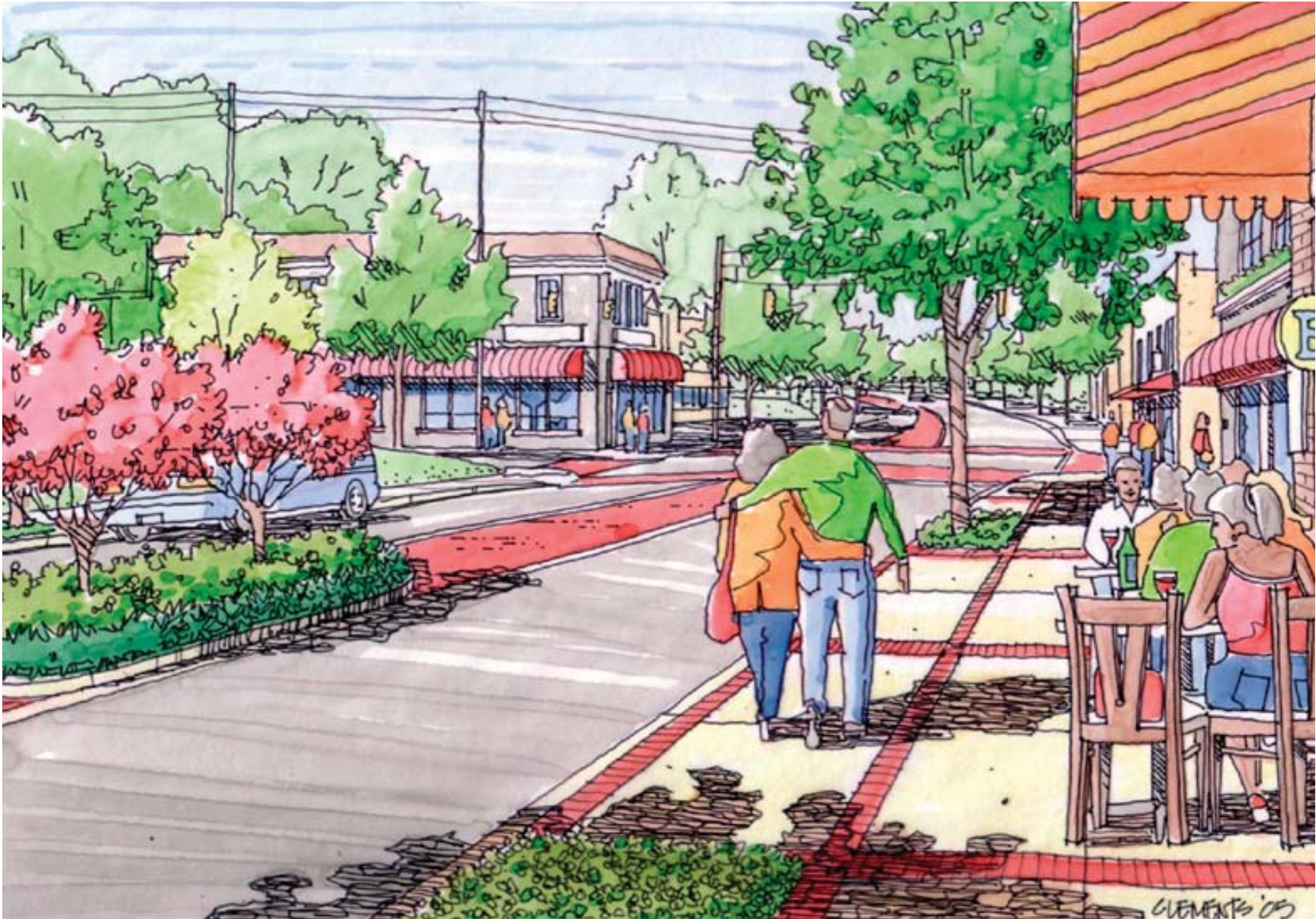
Benefits of the Three-Lane Conversion:

- Reduces speed
- Reduces accidents (left turns)
- Center lane provides a clear and safe left turn lane (which can be landscaped)
- Works on moderate volume streets (10-20,000 ADT)
- Allows for other modes (bike lanes, wider sidewalks, etc.)
- Consistent with planned streetscape project in Cascade Heights
- Numerous successful examples around the country



Cascade Avenue Before

Cascase Avenue Road Diet



Cascade Avenue - After Converting to a three-lane section

3.14 Neighborhood Traffic Calming

Throughout the planning process, neighborhood participants expressed concerns with the speed of traffic running through their neighborhoods and the resulting impact of pedestrian safety and general neighborhood quality-of-life. A number of key streets were identified including:

- Cascade Avenue
- Beecher Road/Street
- Dodson Drive
- Delowe Drive
- Avon Avenue
- Kenmore Street
- Centra Villa Drive
- South Gordon Road
- Ontario Avenue

This plan recommends developing specific traffic calming plans for these streets to address these issues. A specific plan for each of these streets will require more detailed analysis of the size and character of the street, as well as, direct involvement with neighborhood residents and property owners. The following information provides a starting point for neighborhood consideration.

What is Traffic Calming?

Traffic calming is the combination of mainly physical features that reduce the negative effects of motor vehicle use, alter driver behavior and improve conditions for pedestrians and cyclists. It is a concept that involves changing the look and feel of streets using design features to narrow travel lanes or alter the path of vehicles. These measures are intended to slow traffic to a speed more in keeping with the character of the street.

Types of Traffic Calming Measures

A sample of measures that may be appropriate for neighborhood locations include:

Speed Humps

Speed humps are rounded raised areas placed across streets. They are generally 10 to 14 feet long and 3 to 4 inches high. Speed humps are good for locations where very low speeds are desired and reasonable and have been used throughout neighborhoods in Atlanta.

Cost: \$2,000-\$3,000

Raised Crosswalks

Raised crosswalks are speed tables outfitted with crosswalk markings and signage, providing pedestrians with a level street crossing. This raised crossing makes pedestrians more visible to approaching traffic. Raised crossings are good for non-intersection pedestrian crossings and vehicle speeds are excessive.

Cost:\$2,000-\$5,000

Cascade Avenue

Center Island Narrowing

A center island narrowing is a raised island located along the centerline of a street that narrow the travel lanes at that location. Center islands are often landscaped to provide an attractive amenity and are often used at the entrances of neighborhoods as gateways. Center islands are good for wide streets and can also serve as pedestrian refuges.

Cost: \$5,000-\$15,000

Traffic Circles

Traffic circles are raised islands, placed in intersections, around which traffic circulates. They are good for calming intersections, especially in neighborhoods, where large vehicle traffic is not a major concern but speeds, volumes, and safety are problems.

Cost: \$10,000 +



Center Island narrowing on a street



Traffic Circle at an intersection in a neighborhood



Roundabout at an intersection in a neighborhood

3.15 Projects and Recommendations

This section outlines the complete list of projects and recommendations for the corridor. The corridor plan map identifies the project location and keys out the project identification number which corresponds to the project descriptions.

Corridor/Cross-section

C-1 Cascade Ave. Four-Lane to Three-Lane Conversion: Study conversion of Cascade Ave from a mixed 3-lane and 4-lane street to a consistent 3-lane cross section (1 lane in each direction with center turn lane) with bicycle lanes. This would extend the planned streetscape project at Ben E. Mays.

Streetscape/Sidewalks

S-1 Cascade Avenue - complete gaps in sidewalks, install pedestrian street lighting consistent with streetscape plans for Ben E. Mays/Cascade area.

S-2 Delowe Dr. - install sidewalks on at least on side.

S-3 Centra Villa Dr. - install sidewalks on at least one side.

S-4 Dodson Dr. - install sidewalks on at least one side.

Intersections/Traffic Signals

I-1 Donnelly Ave./Cascade Intersection: Install channelized islands in NW & NE corners of intersection for pedestrian refuge. Potential left turn lanes on Donnelly and Westwood.

I-2 Ralph Abernathy Blvd./Cascade Intersection: Enhance pedestrian safety and comfort by evaluating the elimination of right turn lanes between Longhorn and Ralph Abernathy (based in part on proposed network connections) and upgrading pedestrian crosswalk markings.

I-3 Upgrade Traffic Signals: to include 2070 controllers, LED signal displays, vehicle detection & pedestrian enhancements.

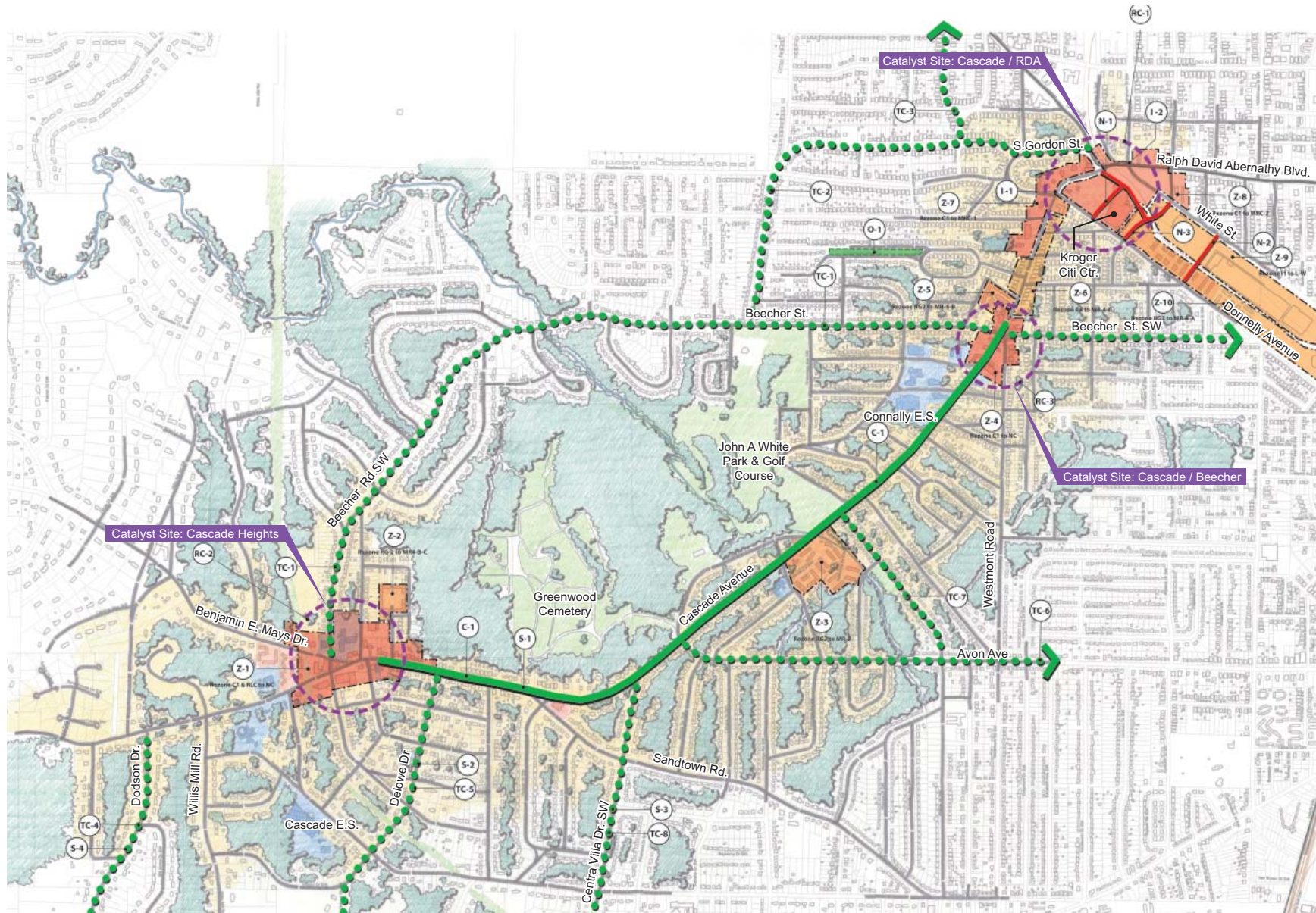
I-4 Traffic Signal Interconnection: interconnect signals & provide communications to City of Atlanta TCC.

I-5 Unsignalized Pedestrian Crosswalks: Upgrade signing and pavement markings for unsignalized crosswalks.

I-6 Signalized Pedestrian Crosswalks: Upgrade pedestrian crosswalk markings & provide ADA access.



Projects & Recommendations



New Street Network

N-1 New Street at Kroger Citi-Center: provides connection from RDA/Cascade to Donnelly Ave. (Identified in BeltLine Re-development Plan).

N-2 Connection Across BeltLine at Allegheny St.: provides needed additional connection across future BeltLine as an alternative to the RDA/Cascade intersection and services new redevelopment.

N-3 Extension of Hopkins Street to Donnelly Ave: provides needed additional connection across future BeltLine as an alternative to the RDA/Cascade intersection and services new redevelopment.

Traffic Calming

Evaluate a range of options including bulb-outs, road narrowing, landscape islands, speed humps, traffic circles, roundabouts.

TC-1 Beecher Rd (Westview Neighborhood)

TC-2 S. Gordon St (Westview Neighborhood)

TC-3 Ontario Ave (Westview Neighborhood)

TC-4 Dodson Dr (Adams Park Neighborhood)

TC-5 Delowe Dr (Adams Park Neighborhood)

TC-6 Avon Ave (Adams Park Neighborhood)

TC-7 Kenmore St (Adams Park Neighborhood)

TC-8 Centra Villa Dr. (Adams Park Neighborhood)

Transit

T-1 Bus Route # 71: Enhance transit service to Downtown Atlanta by eliminating underutilized bus stops and extending route from West End Station to Downtown Atlanta.

T-2 Signal Priority: Implement ITS transit signal priority along corridor to improve travel time to West End Station.

T-3 Bus Stop Enhancements: Eliminate underutilized stops & enhance remaining bus stops to include shelters, benches, trash receptacles & route information.

Redevelopment Catalyst Projects

RC-1 Cascade - Ralph David Abernathy (BeltLine): Redevelopment of the existing commercial node into a major mixed-use center based in part on future connection to the BeltLine.

RC-2 Benjamin E. Mays - Cascade (Cascade Heights): Revitalize existing commercial center into a more pedestrian-friendly neighborhood commercial district.

RC-3 Beecher - Cascade Neighborhood Shopping District: Revitalization of small commercial node to serve surrounding neighborhoods.

Land Use/Zoning

Land use and zoning changes are an important part of implementing the plan, allowing the types of mixed-use envisioned and urban design standards that support pedestrian friendly development. The recommendations of this plan are focused on parcels located directly on or in close proximity to the corridor and have been developed comprehensively to ensure that all properties have been treated similarly.

Quality of Life Districts

The zoning recommendations are based on implementing the City of Atlanta Quality of Life (QOL) Zoning Districts. These districts have been developed specifically to encourage:

- Pedestrian oriented development.
- Mixed-use development.
- Intensification of underutilized commercial corridors.
- Concentration of development in activity centers.

The basic Quality Of Life Districts include:

Neighborhood Commercial – which is intended to maintain and support pedestrian oriented and neighborhood scaled commercial areas.

Multi-Family Residential – which is intended to support a variety of multi-family housing types with a limited amount of neighborhood serving commercial.

Mixed Residential Commercial – which is intended to support mixed-use development in historically single use commercial areas with strong design standards that require open space, street network and quality street design.

Live Work – which is intended to support the redevelopment of underutilized industrial areas with residential uses.

Recommendations

In general the land use and zoning recommendations for the corridor are organized into two types.

1. Implementing the QOL urban design standards: Multi-family and commercially zoned parcels along the corridor have been recommended for rezoning to the equivalent QOL District, maintaining the same level of density and use but implementing the pedestrian oriented design standards (example: a C-1 district is rezoned to a MRC-1 QOL district).
2. Intensifying key catalyst sites and activity centers: Based on the identification of catalyst sites in the corridor, key parcels in those areas have been recommended for rezoning to supportive QOL Districts that encourage the intended mixed-use and density illustrated in the proposed development plans. In many cases involving rezoning a C-1 district to a higher intensity MRC QOL District.

Z-1 Rezone from C1 & RLC to NC: Controls the scale and character of neighborhood commercial development and implements Quality of Life Zoning Code urban design standards.

Z-2 Rezone from RG2 to MR-4-B-C: Encourages redevelopment into townhome type intensity and implements Quality of Life Zoning Code urban design standards, with conditions restricting commercial. Future Land Use change from Single Family Residential to Medium Density Residential.

Z-3 Rezone from RG2 to MR-2: maintains land use intensity and implements Quality of Life Zoning Code urban design standards.

Z-4 Rezone from C1 to NC: Controls the scale and character of neighborhood commercial development and implements Quality of Life Zoning Code urban design standards.

Z-5 Rezone from RG2 to MR-4-B: Encourages redevelopment into townhome type intensity and implements Quality of Life Zoning Code urban design standards.

Z-6 Rezone from R4 to MR-4-B: Encourages redevelopment into townhome type intensity and implements Quality of Life Zoning Code urban design standards. Future Land Use change from Single Family Residential to Medium Density Residential.

Z-7 Rezone from C1 to MRC-1: maintains land use intensity and implements Quality of Life Zoning Code urban design standards.

Z-8 Rezone from C1 to MRC-2: Increases land use intensity & implements Quality of Life Zoning Code urban design standards. Future Land Use change from Low Density Commercial to Mixed Use.

Z-9 Rezone from I1 to L-W: Encourages redevelopment of industrial use and implements Quality of Life Zoning Code urban design standards.

Z-10 Rezone from RG2 to MR-4-A: Increases land use intensity, encourages redevelopment and implements Quality of Life Zoning Code urban design standards. Future Land Use change from Low Density Residential to High Density Residential.

Other

O-1 Westview Neighborhood Park: potential park/open space opportunity on undeveloped parcels along N. Olympian Way. Future Land Use designation as open space.

